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Voluntary Public

Date: 3/8/2013

GAIN Report Number: CH11872

China - Peoples Republic of

Post: Guangzhou

Northwest Pears appeal to micro-bloggers as a new holiday treat

Report Categories:

Market Development Reports

Market Promotion/Competition

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Report Highlights:

Summary: Although the arrival of U.S. pears to the Mainland China market was momentous occasion, since early January, South China consumers have marveled at this Red Anjou variety available in most mid to high-end supermarkets. Northwest pears' have sold in South China for close to two decades; however, with the official market opening in January 2013, China is set to become America's top five export destination. While the Northwest Pear Bureau's local representative office is actively conducting training sessions for local importers, wholesalers and retailers on the proper handling techniques, ATO Guangzhou seized the prime time of retail sales: prior to the Chinese New Year and Valentine's Day to help raise product awareness to a broad range of consumers through the U.S. Consulate General's Sina Weibo (China's most widely used micro-blogging platform similar to Facebook and Twitter) about the auspicious looking and festively inspired U.S. Red Anjou. Immediate interest and positive comments were generated soon after the Sina Weibo postings from ATO Guangzhou.

General Information:

ATO Guangzhou has been strategically working with U.S. Consul General's Public Affairs Section on promoting U.S. agricultural products through the Consulate General Guangzhou's official Sina Weibo account (<http://e.weibo.com/gzpas>). ATO Guangzhou prepared a total of five postings introducing different aspects of U.S. Red Anjou, including:

1. Chinese New Year Theme Post: 2/9/13
2. Valentine's Day Theme Post: 2/13/13
3. Repost and Answering micro-bloggers' questions from Chinese New Year Theme Post: 2/14/13
4. Nutrition Facts Post & Consul General's Post: 2/16/13
5. Pears and Wine Pairing Post: 2/24/13

Up until March 8, 2013, there were over 100 re-posts and 89 comments received-- mostly all positive. Sina micro-bloggers also demonstrated a strong desire to try this special pear variety and many would like to learn more details regarding various sales channels. Below is a summary of blogger questions/comments:

1. What is the retail price for U.S Red Anjou? Is it expensive?
2. Which supermarket in Guangzhou can I buy these? It seems cannot be found locally.
3. Are they available in Foshan city?
4. We welcome more imported food from the States as domestically produced products are not trustworthy.
5. I haven't tried Red Anjou before. They look delicious
6. Instead of wine pairing, Red Anjou can also be cooked with wine to make a tasty appetizer. I would like to try this at home.

ATO Guangzhou has answered the majority of these questions. Although feedback about sending pears as gifts during the two holidays was not quite apprehended by local consumers due to cultural differences and the fact that available supplies on the market were limited, but overall, most of the comments were quite positive. Red pears are most likely to become the top export variety according to the Northwest Pear Bureau. By utilizing this social media marketing tool, the U.S. pear industry to have a frank dialogue with local consumers and provide responses to common inquiries. Micro blog engagement, promotion, and outreach can help Northwest Pears plan for future market development strategy and consumer educational programs. ATO Guangzhou will share this information with Northwest Pear Bureau representatives and expect to join forces to broaden the market share for U.S. pears.

Snapshot of Sina Weibo posts for U.S. Red Anjous:

瑞蛇贺新，财神临门，还有大吉大利的美国红安久梨（美国红啤梨）庆新岁！本地各大市场，已有新鲜上市的美美国红安久梨。试下吧，与亲友分享肉质细致、鲜甜多汁的红安久梨，添新年滋味吧！



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明天情人节哦！想为爱侣准备特别礼物，觉得玫瑰和巧克力太普通？不妨考虑一篮精美的美国 #红安久梨#（美国 #红啤梨#）。梨的英文 pear，与一双一对的英文 pair 同音。甜丝丝的美国红啤梨，情人节的浪漫新意选择。我们还会分享红啤梨与葡萄酒搭配，不要错过！另外谢谢盆友们的关注和问题！我们将尽快回答



转发(13)| 收藏| 评论(14)2月13日12:38 来自专业版微博

关于美国红啤梨，多谢童鞋们的关注！TASTE 是广州目前唯一有卖的超市；但因热销现断货，第二批梨下周末将到广州。希望有更多渠道为本地，带来红啤梨。而在广东佛山现还没上市。希望春节后中国的检验检疫局上班后，能审批通过一家珠三角大型鲜果经销商的申请后，能在佛山上市。（1/2）

@美国驻广州总领事馆：瑞蛇贺新，财神临门，还有大吉大利的美国红安久梨（美国红啤梨）庆新岁！本地各大市场，已有新鲜上市的美美国红安久梨。试下吧，与亲友分享肉质细致、鲜甜多汁的红安久梨，添新年滋味吧！



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转发(12)| 收藏| 评论(16)2月14日22:01 来自专业版微博

这种 **#美国红啤梨#** 在中国较独特，还没在中国种植。希望更多美国水果能在本地上市，让大家有更多好选择。我们多数鲜果出口，都是由美国一个集中产区的几家机构联合管理，这样容易监控质量与管理。

@美国驻广州总领事馆：瑞蛇贺新，财神临门，还有大吉大利的美国红安久梨（美国红啤梨）庆新岁！本地各大市场，已有新鲜上市的红安久梨。试下吧。与亲友分享肉质细致、鲜甜多汁的红安久梨，添新年滋味吧！



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转发(7)| 收藏| 评论(6) 2月14日 22:03 来自专业版微博

郭瑾总领事：今天我打开冰箱，被两个颜色鲜艳的梨子的芬芳吸引住，想起在中国已能买到这种美国红啤梨了。它红润、甜嫩，让我的春节餐桌更丰盛！【小知识】俄勒冈州和华盛顿州是美国梨的摇篮，占全美产量84%。红啤梨虽矮胖不显眼，却含丰富纤维和维C，不含钠、脂肪和胆固醇，对所有人都是新年健康之选！



转发(21)| 收藏| 评论(28) 2月16日 21:40 来自专业版微博

今几个周末元宵，不妨小酌一杯。葡萄酒可以搭配水果哦，譬如梨子，一起品尝。成熟的美国 **#红安久梨#** (**#红啤梨#**) 清甜多汁，适合搭配高酒精中酸度并有明显干果香的麝香葡萄酒；白苏维翁清新的柑橘味，能平衡美国红啤梨的甜味。试一下吧。在本地部分超市，已能买到 **#红啤梨#**。



转发(9)| 收藏| 评论(8) 2月24日 12:29 来自专业版微博